CLAIMS:

1. A method for measuring an individual's pupil position (PP) in relation to a particular eyeglasses frame, the method comprising the following steps:

(i) fitting a display module (DM) to the eyeglass's frame;

(ii) displaying on the DM a graphic image and displacing it until it interferes with the individual's line of vision; and

(iii) registering the coordinates of the interference location to obtain the PP.

2. A method according to claim 1, wherein the display module is fitted to the eyeglass's frame at a recognizable location.

3. A method according to claim 1, wherein the graphic image is displayed while the individual is staring at a target mark.

4. A method according to claim 1, wherein the display module comprises an LCD screen.

5. A method according to claim 3, wherein the graphic image is a transparent image created on a screen surface with clarity thereof changeable between transparent to opaque, wherein the target mark is viewed through the transparent image area.

6. A method according to claim 3, wherein the graphic image is a fine aiming image created on the DM, where the target image is substantially not hidden by said graphic image upon interference with the individual's line of vision.

7. A method according to claim 3, wherein the graphic image is a dark image formed on a substantially clear surface of the DM, where the target image is substantially hidden by said graphic image upon interference with the individual's line of vision.

8. A method according to claim 1, wherein controlling the graphic image and its displacement is carried out by the individual.

9. A method according to claim 1, wherein controlling the graphic image and its displacement is carried out by a trained personnel.

10. A method according to claim 1, wherein the PP is separately detected and measured for each eye.

11. A method according to claim 1, wherein the display module is mounted on a fixture member fixable to the eyeglass's frame.

12. A method according to claim 1, wherein the display module (DM) is positioned behind or in front of the eyeglass's frame.

13. A method according to claim 1, wherein the display module (DM) replaces the eyeglass's lenses.

14. A method according to claim 1, carried out with or without raw lenses fitted on the eyeglass's frame.

15. A method according to claim 1, wherein steps (b) and (c) are repeated for target marks at a range of distances and positions.

16. A method according to claim 1, wherein optical parameters and factors are compensated by a conventional optics or by a electronic display controlled by a processor unit, to correspond with actual imaging factors.

17. A method according to claim 16, wherein the factors comprise distance, illumination, lens power, myopia/hyperopia, glare, brightness.

18. A method according to claim 1, wherein the displayed image is a reality image or a virtual image.

19. A method for measuring an individual's pupil position (PP) for positioning a fitting point (FP) of a lens such that it extends in proper relationship to the individual's line of vision with respect to particular eyeglass, the method comprising the following steps:

(i) fitting a display module (DM) in fixed and recognizable relation to the eyeglass's frame;

(ii) displaying on the DM a graphic image and displacing it until it aligns with the individual's pupil position;

(iii) registering the coordinates of the alignment position to obtain the PP; and

(iv) converting the alignment position coordinates to align the FP of the lens with respect to the individual's PP.

20. A method according to claim 18, wherein the graphic image is displaced until it intersects with the individual's line of vision, while staring at a target mark.

21. A method for measuring an individual's pupil position (PP) in relation to a particular eyeglass's frame, wherein a display module (DM) is fixed in recognizable relation to the eyeglass's frame and a graphic image displayed on the DM is displaced until it interferes with the individual's line of vision while staring at a target mark, whereby the coordinates of the interference location are registered to obtain the PP.

22. A system for measuring an individual's pupil position (PP) in relation to a particular eyeglasses frame, the system comprising a fixture member for attaching to the eyeglasses frame, at least one display module (DM) suited for displaying a graphic image on the DM, a control unit for controlling and displacing the graphic image, and a register for picking up selected location coordinates of the graphic image.

23. A system according to claim 22, wherein the fixture member is attached to the eyeglass's frame at a recognizable relation.

24. A system according to claim 22, further comprising a controllable processor and a user interface for controlling the type and position of the graphic image and for registering the coordinates of the interference location.

25. A system according to claim 23, wherein the user interface is wireless unit.

26. A system according to claim 22, wherein the display module comprises an LCD screen.

27. A system according to claim 22, wherein the display module is controllable to change its clarity through the range of transparent to opaque.

28. A system according to claim 26, wherein the graphic image is a fine aiming image created on the DM, where a target image is substantially not hidden by said graphic image upon interference with the individual's line of vision.

29. A system according to claim 22, wherein the graphic image is a dark image formed on a substantially clear surface of the DM, where a target image is hidden by said graphic image upon interference with the individual's line of vision.

30. A system according to claim 22, wherein the display module is mounted on a fixture member fixable to the eyeglass's frame and comprising a centering mechanism.

31. A system according to claim 22, wherein the fixture member comprises a self centering mechanism so as to spontaneously center with respect to the eyeglass's frame.

32. A system according to claim 22, wherein the fixture member bears on the eyeglass's frame at a nose-bridge portion thereof.

33. A system according to claim 31, wherein the fixture member bears on the eyeglass's frame at least at another location to obtain true-position coordinates of the fixture versus the eyeglass's frame.

34. A system according to claim 22, wherein the DM is attached to the eyeglass's frame by a vacuum attachment cup applied to raw lenses of the eyeglass.

35. A system according to claim 22, comprising a single DM and where the fixture member is fixable to the eyeglass's frame and shiftable between a first position where the DM corresponds with a first lens of the eyeglass and a second position corresponding with a second lens of the eyeglass.

36. A system according to claim 22, wherein the fixture member supports a single display module shiftable between two positions corresponding with two lenses of the eyeglass's frame.

37. A system according to claim 22, wherein the display module (DM) is positioned behind or in front of the eyeglass's lenses.

38. A system according to claim 22, carried out with or without raw lenses fitted on the eyeglass's frame.

39. A system according to claim 22, wherein an optical power of the display module is changeable to comply with individual's near/far sight.

40. A system according to claim 22, wherein the graphic display is created on a reflective DM.

41. A system according to claim 22, wherein the graphic image is part of a pattern which when blended with another graphic image is perceived as a virtual image.

42. A system according to claim 41, wherein the graphic image is a colored pattern, wherein upon alignment of the graphic image with the individual's line of sight, a different colored pattern is perceived.

43. A system according to claim 41, wherein a different graphic image is displayed to each eye, wherein upon alignment of the graphic images with the individual's pupils a resultant perceived image appears, which is an image blending the two graphic images.

44. A system according to claim 22, wherein the displayed image is a reality image or a virtual image.